

California Latino 5 a Day Campaign Workplan Form

Region: Riverside

Workplan Period: **Implementation Period**

Outreach Channel: Festivals

Goal(s): 1) Participate in 2-3 large-sized festivals (20,000+ participants) and 2-3 medium-sized festivals (10,000+ participants) across Riverside County that are culturally relevant and will serve as effective venues for reaching Latino adults with the fruit and vegetable and physical activity messages. 2) Act as liaison to Lead Agency in cultivating relationships with festival organizers and sponsors 3) To maintain an organized festival channel implementation system.

Target of Proposed Activity	Activity/Methods	Sphere of Influence Addressed	Evaluation Measures	Timeframe	Current Status	Remarks
Festivals that cater to Latino adults and their families	Participate in 2 - 3 large-sized (20,000 + participants) festivals Latino oriented in Riverside County. Events such as: 1. The Orange Blossom Festival 2. Cinco de Mayo (Heritage Days) 3. Fiesta De La Familia	Individual, Interpersonal	Type of interaction; Number reached gather from material distributed; One page summary of activity	April - Oct 1. April 12 & 13 2. May 5 3. Oct 4	Not Started	Riverside County Health Services Agency staff
Festivals that cater to Latino adults and their families	Participate in 2 - 3 medium-sized (10,000 + participants) festivals Latino oriented festivals in Riverside County. The selection of medium-sized Festivals is pending.	Individual, Interpersonal	Type of interaction; Number reached gathered from material distributed; One page summary of activity	TBA	Not Started	Riverside County Health Services Agency staff
Festivals that cater to Latino adults and their families	Continue to cultivate relationships with festival organizers and sponsors from Riverside county and encourage participation in the regional coalition	Organizational/ Institutional	Participation in coalition	April - Oct	Not Started	Riverside County Health Services Agency staff
Festivals that cater to Latino adults and their families	Submit activity report due no later than one week after the event	Individual, Interpersonal	One page summary of activity	1. April 21 2. May 13 3. Oct 4 Others TBA	Not Started	Riverside County Health Services Agency staff

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Festivals that cater to Latino adults and their families	Utilize check list provided by Lead Agency to implement the festival channel from May-October 2003. Check list to include: 1. A general timeline of tasks to be completed for each event. 2. A checklist of supplies and equipment for events. 3. A checklist for set-up, clean-up, return, and storage of supplies and equipment.	Individual, Interpersonal	Efficiency of implementation system; accuracy of checklists	May - Oct	Not Started	Riverside County Health Services Agency staff
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